

# California Rice Commission

## Notice of Meeting & Agenda

International Marketing & Promotion Committee  
1:30 p.m., Monday, October 25, 2010  
Conference Call

To participate in the call,  
Please contact the CRC at 916-387-2264  
to obtain conference call information

For access to a telephone, visit the  
California Rice Commission Office:  
8801 Folsom Blvd., Ste. 172  
Sacramento, CA 95626  
or  
Marketing Branch Office:  
560 J St., Ste. 170  
Sacramento, CA 95814

### Agenda Item

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- I. Administration
  - A. Roll Call
  - B. Call to Order
- II. Approval of Minutes
- III. 2010/11 Program of Work Updates
  - A. # C-5 - International Promotion – Position California-origin rice as a premium product in key and emerging markets, (\$95,000)
    - i. WTO Update
    - ii. Asia/Middle East
      - a. Update on Key Regions
    - iii. Turkey and Japan Promotion
      - a. Update
    - iv. September 2010 Schwarzenegger Visit to Asia
      - a. Summary of Event
    - v. Origin Mark Update
  - B. # C-4 – Market Testing – Support international rice market concerns through genetic/residue testing of the annual seed and crop, (\$20,000)
    - i. Crop Testing Needs

- IV. Personnel - Closed Session (California Government Code 11126(a))
  - A. The Committee may go into closed session to discuss and make recommendations to Committee regarding appointment, employment or dismissal of an employee.
  - B. Return to open session and announce action taken in closed session, if any.
- V. Closed session regarding pending litigation pursuant to Government Code Section 11126(e)
  - A. The Committee may go into closed session to discuss pending litigation.
  - B. Return to open session and announce action taken in closed session, if any.
- VI. Issues and Scheduling for Next Meeting
  - A. Scheduling of Future Meetings
- VII. Adjourn

*All items are subject to discussion and action. All meetings of the California Rice Commission are open to the public and subject to the Bagley-Keene Open Meeting Act. All interested parties are invited and encouraged to attend the meeting.*

*Persons with disabilities needing special accommodation should contact Jessica Welch, Executive Assistant, California Rice Commission at (916) 387-2264 at least five days prior to the meeting.*

*This Meeting Notice and Agenda are available on the California Department of Food and Agriculture's Website at <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>. For further information regarding the Agenda for this meeting, please contact Tim Johnson, President & CEO, California Rice Commission at (916) 387-2264.*